

ORIGINAL

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July 18, 1997

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

EX PARTE OR LATE FILED

Mr. William F. Caton, Secretary
Federal Communications Commission
1919 M Street, Northwest
Washington, D. C. 20554

Re: Notification of Permitted Ex Parte Presentation ion in MM Docket No. 95-176

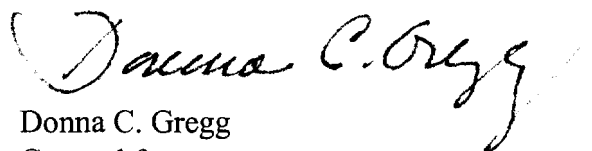
Dear Mr. Caton:

Lifetime Television ("Lifetime"), by its attorneys and pursuant to Section 1.206(a)(1) of the Commission's rules, hereby submits an original and one copy of a notification of *ex parte* contact in MM Docket No. 95-176.

Nancy R. Alpert, Senior Vice President of Business and Legal Affairs and Deputy General Counsel at Lifetime, Gwynne McConkey, Vice President of Network Operations at Lifetime, along with Donna C. Gregg of Wiley, Rein & Fielding, met with Anita Wallgren, Legal Advisor to Commissioner Susan Ness, and Marsha MacBride, Legal Advisor to Commissioner James Quello, to discuss issues related to the above-cited docket and summarized in the written materials attached hereto.

Kindly direct any questions regarding this matter to the undersigned counsel.

Respectfully submitted,



Donna C. Gregg
Counsel for
Lifetime Television

Enclosures

No. of Copies of
Letter

021



Closed Captioning - July 18, 1997

- Since it was established in 1984, Lifetime Television has become the premier network of "television for women." Lifetime currently reaches over 68 million households (over 90% of all cable homes) and is ranked fifth among all basic cable services in prime time ratings and fourth in total day ratings for the second quarter of 1997
- Lifetime instituted closed captioning of select original productions in 1989; currently, approximately 35% of Lifetime's weekly program schedule is closed captioned, including virtually all prime-time original programming
- In order to achieve its goal of creating a second network, Lifetime supports the following specific proposals to increase accessibility for viewers with special needs without destroying the flexibility that new programming networks need:
 - a limited exemption period (e.g., a minimum of 3 years) before being required to caption newly-launched networks, followed by the regular phase-in periods for new product and library programming; or
 - a limited exemption period of one year before being required to caption newly-launched networks, followed by a requirement to caption a minimum of one hour per week (or to spend a minimum dollar amount for captioning, such as \$50,000 per year) for the next two years, followed by the regular phase-in periods for new product and library programming
- For networks subject to captioning, Lifetime supports the following limited exemptions from captioning requirements:
 - interstitial and promotional announcements
 - commercial advertisements
 - least watched dayparts, such as overnight programming
- Lifetime supports a reasonable safe harbor enforcement policy

Permitted ex parte presentation in MM Docket No. 95-176, 7/18/97



***Lifetime* FACT SHEET**

Acronym for Listing: LIFE or LIF

Format: *Lifetime* Television for Women is a 24-hour basic cable network that presents contemporary, innovative programming of special interest to women. The network is advertiser and affiliate fee supported.

Launch date: February 1, 1984

Satellite: Satcom C4, Transponder 4 (East)
Satcom, C3, Transponder 4 (West)

Affiliates: Over 8,330 cable television and alternative delivery systems throughout the United States

Subscribers: Reaches 67.7 million households

SENIOR EXECUTIVES:

President and Chief Executive Officer:	Douglas W. McCormick
Chief Financial Officer:	James Wesley
Executive Vice President, Administration:	Jane Tollinger
Senior Vice President, Programming & Production:	Dawn Tarnofsky
Senior Vice President, Research & Marketing Services:	Barry Kresch
Senior Vice President, Marketing	Lynn Lazaroff
Senior Vice President, Sales:	Lynn Picard
Senior Vice President, Public Affairs:	Meredith J. Wagner
Senior Vice President, Affiliate Relations:	William Padalino
Senior Vice President, Legal Affairs and General Counsel:	Patrick Guy
Senior Vice President, Legal Affairs and Deputy General Counsel:	Nancy Alpert
Senior Vice President, Pricing & Planning:	Richard Basso
Vice President, Controller:	Philip LaGreca
Vice President, Network Operations & Engineering:	Gwynne McConkey

PRESS CONTACTS:

Vice President, Sports, New Media
& Public Affairs:
Vice President, Press Relations:

Brian Donlon	212 424-7133
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Lifetime Offices

NEW YORK (Headquarters)

World Wide Plaza
309 West 49th Street
New York, New York 10019
(212) 424-7000

NEW YORK - ASTORIA (Studios)

34-12 36th Street
Astoria, NY 11106
(718) 706-3600

NEW YORK ("The Place")

1755 Broadway
4th Fl.
New York, NY 10019
(212) 698-4800

LOS ANGELES

2049 Century Park East
Suite 840
Los Angeles, CA 90067
(310) 556-7500

CHICAGO

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Suite 902
Chicago, IL 60611
(312) 464-1991

DETROIT

555 South Woodward Avenue
Suite 705
Birmingham, MI 48009
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DALLAS

15301 Dallas Parkway
Suite 1020
Dallas, TX 75248
(214) 458-4600

Lifetime

Television for Women

LIFETIME TELEVISION HISTORY

Launched on February 1, 1984, LIFETIME was created by the merger of Daytime and Cable Health Network (CHN). Daytime, operated by Hearst/ABC Video Services, began in March, 1982, as a four-hour per day weekday service featuring alternative programming for women. CHN debuted in June, 1982, as a 24-hour service offering programs on personal and family health and fitness, science and medicine, and became the forerunner for LIFETIME Medical Television (LMT), from November 1983-July 26, 1993. In April, 1984, Thomas F. Burchill was named President and Chief Executive Officer, succeeded by Douglas W. McCormick on February 11, 1993.

It was McCormick who crowned LIFETIME as "Television for Women," after spearheading an ambitious expansion of original programming and public service initiatives targeted to women. The Network has subsequently experienced its best ratings ever, with total day ratings increasing 28% and primetime lifted by 30% over 1994.

McCormick has also been instrumental in supporting women's causes as president of LIFETIME. In March, 1996, McCormick was honored by Girls Incorporated for promoting the positive portrayal of girls and women on television. For two consecutive years, he has served as corporate chair of the Ms. Foundation's Gloria Awards, drawing further attention to the mission of this important organization and raising needed funds to support such activities as "Take Our Daughters to Work Day." The Network's commitment to its viewers has been recognized many times over from leading women's and non-profit organizations, including the National Multiple Sclerosis Society, the National Women's Political Caucus, the Susan G. Komen Foundation, the New York Women's Agenda, Women in Communications, Women in Cable & Telecommunications and the Cable Television Public Affairs Association, among others. LIFETIME was also the recipient of the industry's highest honor, the 1996 Golden CableACE, for its efforts on behalf of the fight against breast cancer.

On Friday, January 24, 1997, LIFETIME premiered "The Place," a two-hour block of original programming targeting women 18-34. The goal of "The Place," created as the foundation for a second network, is to provide programming for a large group of young women who are currently underserved by existing television options, while extending the LIFETIME brand into additional business opportunities.

LIFETIME's corporate headquarters are located in Manhattan, and the LIFETIME Astoria Studios, one of New York City's largest television production facilities, are in Queens, N.Y.

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LIFETIME TELEVISION HISTORY 2-2-2-2

PROGRAMMING

LIFETIME is dedicated to providing contemporary, innovative entertainment and information programming of particular interest to women.

I. INFORMATION

LIFETIME's information programming offers new insights and updates on topics that appeal to women, including careers, romance and relationships and personal growth.

"FINAL TAKE" -- A series of specials airing after select LIFETIME Original Movies where a panel of experts further explore issues that are featured in these productions. 'Final Takes' have focused on sexual harassment in the workplace, body image and breast cancer.

"OUR HOME" -- Toni DiBuono and Deborah Duncan are the new hosts of this one-hour LIFETIME original series designed to focus on today's woman, the people she loves, the home she lives in, the money she spends and the world around her.

II. LIFESTYLE AND FITNESS

LIFETIME offers viewers practical, hands-on information that can improve their health and help them make their house a home.

"MARTHA STEWART LIVING" -- Hosted by Martha Stewart, this how-to information series offers pure inspiration to viewers looking for an innovative and stylish approach to home activities from entertaining to gardening to raising livestock.

"THE MAIN INGREDIENT WITH BOBBY FLAY" -- Best known for his three highly-acclaimed Manhattan-based restaurants -- *Mesa Grill*, *Mesa City* and *Bolo* -- Bobby Flay will personally guide viewers through the creative process of cooking, including some of his most used techniques, shopping tips and use of new ingredients.

"HANDMADE BY DESIGN" -- Lauren Marie Taylor ("**Loving**") hosts this LIFETIME "how-to" series. Each day, craft experts demonstrate projects that can easily be done at home.

"EVERYDAY WORKOUT" -- Exercise educator Cynthia Kereluk has been helping LIFETIME viewers through a unique exercise regimen since May 1, 1989. Using a split screen, one for low impact and the other for higher intensity, Kereluk offers viewers a choice of workouts that best suits individual needs.

"DENISE AUSTIN'S DAILY WORKOUT" -- Denise Austin -- fitness expert, author and mother of two -- will prepare you physically and mentally to begin your day with a warm-up, an aerobic daily fat-burning workout and 'Do It With Denise,' a daily body spot toning and cool down. The show will wrap each day with either "Ask Denise," where a viewer on location asks Denise questions about fitness and nutrition, or a 'Daily Deniseology,' which is Austin's message-of-the-day specifically dealing with attitude, motivation and positive thinking.

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LIFETIME TELEVISION HISTORY 3-3-3-3

III. PERSONALITY PROFILES AND INTERVIEWS

LIFETIME aims to inspire its viewers by featuring profiles of women who have influenced society.

"INTIMATE PORTRAIT" -- Profiles women who have made a difference in history and society. Subjects have included: actress Ingrid Bergman, fashion designer Josie Natori, the Kennedy women, poet laureate Maya Angelou, Bette Davis, tobacco heiress Doris Duke and singer Carly Simon. Upcoming profiles include Carol Burnett, Natalie Cole and Mother Teresa.

"BARBARA WALTERS: INTERVIEWS OF A LIFETIME" -- Highlights of interviews conducted with some of the most prominent and interesting celebrities of our time.

IV. LIFETIME ORIGINAL MOVIES

LIFETIME premieres one original movie each month as part of its "LIFETIME Original Movie" franchise. After five years of producing its own original award-winning movies, the Network has expanded its movie production and continues to build on its reputation as a dynamic outlet for Hollywood's most talented women.

LIFETIME's first world premiere movie, **"MEMORIES OF MURDER,"** starring Nancy Allen and Vanity, debuted in July, 1990. Other films premiering that year included **"SUDIE AND SIMPSON,"** starring Louis Gossett, Jr. and Sara Gilbert, and **"STORM AND SORROW,"** starring Lori Singer.

In 1991, the Network debuted **"STOP AT NOTHING,"** with Veronica Hamel, **"THE KILLING MIND,"** starring Stephanie Zimbalist and Tony Bill, **"DEATH DREAMS,"** featuring Christopher Reeve and Marg Helgenberger, **"THE LAST PROSTITUTE,"** starring Sonia Braga, **"SILENT MOTIVE,"** with Patricia Wettig, and **"WILDFLOWER,"** directed by Diane Keaton and featuring Beau Bridges and Patricia Arquette, who received a CableACE Award for "Best Actress."

1992 movies included **"NOTORIOUS,"** starring John Shea and Jenny Robertson, **"MIDNIGHT'S CHILD,"** featuring Cotter Smith and Marcy Walker, **"GETTING UP AND GOING HOME,"** with Tom Skerritt, Blythe Danner and Julianne Phillips, **"SHAME,"** featuring Amanda Donohoe and Fairuza Balk, **"MAJORITY RULE,"** starring Blair Brown and John Glover, and **"THE GOOD FIGHT,"** with Christine Lahti and Terry O'Quinn.

1993 world premiere movies included **"BETTER OFF DEAD,"** starring Mare Winningham and Tyra Ferrell, the Emmy Award-winning **"STOLEN BABIES,"** starring Mary Tyler Moore, Lea Thompson and Kathleen Quinlan, **"SPENSER: CEREMONY,"** starring Robert Urich, Avery Brooks and Barbara Williams, **"NIGHT OWL,"** starring Jennifer Beals and James Wilder, and **"OTHER WOMEN'S CHILDREN,"** with Melanie Mayron.

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LIFETIME TELEVISION HISTORY 4-4-4-4

1994 world premiere movies included Urich, Brooks and Williams returning in **"SPENSER: PALE KINGS AND PRINCES,"** **"AND THEN THERE WAS ONE,"** starring Amy Madigan and Dennis Boutsikaris, **"GUINEVERE,"** starring Sheryl Lee, **"UNTAMED LOVE,"** starring Cathy Lee Crosby, and **"AGAINST HER WILL: THE CARRIE BUCK STORY,"** starring Oscar winner Marlee Matlin and Melissa Gilbert and LIFETIME's first mini-series, **"LIE DOWN WITH LIONS,"** based on Ken Follett's best-selling novel with an international cast featuring Timothy Dalton, Marg Helgenberger and Omar Sharif.

1995 premieres included **"CHOICES OF THE HEART: THE MARGARET SANGER STORY,"** starring Dana Delany, **"SHAME II: THE SECRET,"** starring Amanda Donohoe, **"DANCING IN THE DARK,"** starring Victoria Principal, **"SILENCE OF ADULTERY,"** starring Kate Jackson, **"DEADLY LOVE,"** starring Susan Dey, **"EBBIE,"** starring Susan Lucci and **"ALMOST GOLDEN: THE JESSICA SAVITCH STORY,"** starring Sela Ward, which became the most-watched movie in basic cable television history.

1996 world premiere movies included **"SOPHIE AND THE MOONHANGER,"** starring Patricia Richardson and Lynn Whitfield, **"CLOSER & CLOSER,"** starring Kim Delaney, **"HIDDEN IN SILENCE,"** starring Kellie Martin, **"HOSTILE ADVANCES: THE KERRY ELLISON STORY,"** starring Rena Sofer, **"CHASING THE DRAGON,"** starring Markie Post, **"COLOR ME PERFECT,"** starring Michele Lee, **"DEVIL'S FOOD,"** starring Suzanne Somers and **"A DIFFERENT KIND OF CHRISTMAS,"** starring Shelley Long.

1997 LIFETIME Original Movies include **"LITTLE GIRLS IN PRETTY BOXES,"** starring Swoosie Kurtz, **"THEIR SECOND CHANCE,"** with Lindsey Wagner, **"PRISON OF SECRETS,"** starring Stephanie Zimbalist and **"WHEN INNOCENCE IS LOST,"** starring Jill Clayburgh and Keri Russell.

V. CONCERTS, SPECIALS AND TRIBUTES

LIFETIME presents exclusive entertainment specials featuring women with renowned musical talent and people whose everyday wishes become televised dreams.

"CARLY SIMON LIVE AT GRAND CENTRAL STATION" -- Carly Simon returned to the live concert circuit after 14 years in conjunction with the heralded release of her album 'Letters Never Sent.' Simon was taped exclusively for LIFETIME at Grand Central Station in front of a surprised group of commuters and bystanders. The concert aired in conjunction with LIFETIME's **"Intimate Portrait: Carly Simon."**

"TAPESTRY REVISITED: A TRIBUTE TO CAROLE KING" -- To mark the 25th anniversary of Carole King's **Tapestry**, this one-hour musical tribute revealed the album's enduring influence through rarely seen footage, candid interviews and personal reminiscences. Musical artists Aretha Franklin, Celine Dion, Rod Stewart and Amy Grant offered new renditions of King's classic songs.

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LIFETIME TELEVISION HISTORY 5-5-5-5

"WEDDINGS OF A LIFETIME" -- Each episode features one couple's unique wedding story as it unfolds, concluding with a live wedding ceremony. Ceremonies have taken place at Walt Disney World's Wedding Pavilion and Cinderella's Castle and the Sandals Dunn's River Resort in Jamaica.

"LIFETIME WOMEN'S FILM FESTIVAL" -- Hosted by Susan Sarandon, the first annual LIFETIME Women's Film Festival premiered March 9, 1997. This two-hour film festival was comprised of an original 30 minute short film commissioned by LIFETIME, entitled **"LOIS LIVES A LITTLE,"** and three acquired short films produced and directed by female independent filmmakers, **"WOMEN WITHOUT IMPLANTS," "DR. HUGO"** and **"UNDERTAKER."**

VI. PARENTING

LIFETIME serves as a leading source of information for parents who have just had a baby and for those who need advice on a child's development years.

"WHAT EVERY BABY KNOWS" -- Hosted by Dr. T. Berry Brazelton, the renowned pediatrician Time magazine calls "the new Dr. Spock," this critically acclaimed half-hour series, which premiered February 4, 1984, explores the many facets of child development and parenting. Endorsed by the American Academy of Pediatrics, the CableACE Award-winning "What Every Baby Knows" addresses such topics as separation and sibling rivalry.

"KIDS THESE DAYS" -- Dana Fleming (**"The Home Show"**) hosts this series which addresses the special challenges of raising kids aged 6 to 12 in the 90s. Topics include traditional subjects such as sibling rivalry and making friends, to cleaning bedrooms and self-esteem. Each episode features a field documentary piece focusing on a real family and its issues.

VII. ENTERTAINMENT

LIFETIME presents quality entertainment programs that feature leading Hollywood names in award-winning television series, feature films and motion pictures for television.

DRAMATIC SERIES -- LIFETIME boasts an impressive dramatic series line-up that includes the acclaimed dramas **"thirtysomething," "Sisters," "The Commish,"** and **"Unsolved Mysteries."**

COMEDY SERIES -- LIFETIME presents critically acclaimed comedy series, including **"Designing Women," "Hope and Gloria," "Nurses,"** and **"Golden Girls."**

"GIRLS' NIGHT OUT" -- This comedy series, which features a celebrity guest host and a line-up of mostly female comedians, airs every Friday and Saturday night.

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LIFETIME TELEVISION HISTORY 6-6-6-6

AFTERNOON AND EVENING MOVIES -- LIFETIME's afternoon and evening movies offer the best in feature films and motion pictures-for-television. LIFETIME viewers can unwind with great movies like **"DANGEROUS LIAISONS"** (Glenn Close, Michelle Pfeiffer), **"HANNAH AND HER SISTERS"** (Mia Farrow, Carrie Fisher), **"WHEN HARRY MET SALLY"** (Meg Ryan, Billy Crystal) and **"MISSISSIPPI BURNING"** (Willem Dafoe, Gene Hackman).

GAME SHOWS --David Ruprecht hosts the CableACE Award-winning **"SUPERMARKET SWEEP,"** which debuted on LIFETIME February 5, 1990, an updated version of the hit game show from the '60s. Game Show Legend Wink Martindale hosts **"DEBT,"** a half-hour, high-energy game show where contestants answer cutting-edge popular culture questions for the chance to wipe out their personal debts.

VIII. DOCUMENTARY SPECIALS

Famous faces have helped LIFETIME bring attention to issues that are important to women and their families from AIDS, child abuse, rape and breast cancer to education and health.

"DYING FOR LOVE: A LIFETIME SPECIAL ON THE IMPACT OF AIDS ON THE AMERICAN WOMAN" premiered in October, 1987, during National AIDS Prevention Month. Documentaries telecast in 1988 included **"CHILD ABUSE: INNOCENCE ON TRIAL,"** with host Valerie Harper, **"ONCE UPON HER TIME,"** hosted by Lindsay Wagner, and **"GANGS: NOT MY KID,"** hosted by Tyne Daly. In 1989, the Network debuted **"POSTPARTUM: BEYOND THE BLUES,"** hosted by Susan Sarandon, **"AGAINST HER WILL,"** which looked at the growing number of rapes on American college campuses with host Kelly McGillis, **"HUSH LITTLE BABY: THE CHALLENGE OF CHILD CARE,"** hosted by Mel Harris, **"ASK ME ANYTHING: HOW TO TALK TO KIDS ABOUT SEX,"** hosted by Jill Clayburgh, and **"WHO WILL LOVE JEANETTE?,"** in which host Jo Beth Williams provided a close look at open adoption.

Documentaries in 1990 included **"DON'T DIVORCE THE CHILDREN,"** hosted by Timothy Busfield, **"BREAST CANCER: WHAT YOU DON'T KNOW CAN HURT YOU,"** hosted by Veronica Hamel, **"THE PARTY'S OVER,"** hosted by Melanie Mayron, and **"THE TEST OF TIME: FROM HIV TO AIDS,"** hosted by Corbin Bernsen. 1991 documentaries included **"DANGER: KIDS AT WORK,"** hosted by Amy Irving, and **"PRISONERS OF WEDLOCK,"** hosted by Farrah Fawcett. In 1992, documentaries included **"SHATTERED LULLABIES,"** hosted by Kate Capshaw and Steven Spielberg, **"DANGEROUS PROPOSITIONS,"** hosted by Linda Ellerbee and Harry Hamlin, **"JENNIFER'S IN JAIL,"** which host Susan Dey examined the day-to-day experiences of female juvenile delinquents and **"BROKEN HEARTS, BROKEN HOMES,"** hosted by co-executive producer Glenn Close, which focused on the problems of the foster care system. 1993 documentaries featured **"CLAIROL PRESENTS -- JACKIE ONASSIS: AN INTIMATE PORTRAIT"** hosted by Sharon Gless, **"CAMPBELL'S PORTRAIT OF A TEACHER"** hosted by Phylicia Rashad, and **"A HEALTHY CHALLENGE: THE NATIONAL NUTRITION TEST"** hosted by Markie Post. 1994 documentaries included a behind-the-scenes look at one of the world's most famous models in **"CHRISTY TURLINGTON BACKSTAGE,"** Jill Eikenberry

(MORE)

LIFETIME TELEVISION HISTORY 7-7-7-7

visited four new teachers in the follow-up "**CAMPBELL'S PORTRAIT OF A TEACHER II**" and "**ANNE RICE: BIRTH OF THE VAMPIRE**" profiled the best-selling author and how her early experiences prompted her to write her first novel "Interview with the Vampire."

IX. NEW MEDIA

On April 2, 1996, LIFETIME Television launched its site *Lifetime Online* on the Internet's World Wide Web at <http://www.lifetime.com>. The site is designed for women and the people in their lives with information regarding parenting, health and fitness, relationships and entertainment, as well as highlights from current LIFETIME Television programming and "In the House of Dreams," LIFETIME's interactive "digital drama."

X. LIFETIME'S SPORTS FOCUS

In 1994, LIFETIME entered the world of sports, sponsoring women's teams who compete on the water, the court, the racetrack and the diamond. The network is dedicated to promoting women's sports as the popularity of all-women teams rises.

WNBA -- LIFETIME Television will carry the first five seasons of the Women's National Basketball Association beginning in June, 1997. The weekly presentations will air games from one of the league's eight cities.

"ROCKING THE BOAT: WOMEN RACE FOR THE AMERICA'S CUP," a documentary showcasing the historic all-woman's team in competition for sailing's most coveted prize, premiered in 1994. The documentary was narrated by Christie Brinkley.

"THE COLORADO SILVER BULLETS" -- 1997 marks the third season that LIFETIME serves as a sponsor of the Colorado Silver Bullets, the all-female pro baseball team. The team has appeared in the Network's award-winning short-form program "Perspective on LIFETIME." The Silver Bullets' progress is charted on the Network's web site LIFETIME Online.

LYN ST. JAMES -- LIFETIME recently added auto racing to its sponsorship roster of women athletes, with its support of Lyn St. James, the only woman to be named "Rookie of the Year" at the Indianapolis 500. The LIFETIME logo is displayed on St. James' race car, driver and team uniforms, transporter, show cars and pit equipment. St. James is an integral part of LIFETIME Online, including video clips and online interviews. The sponsorship also included on-air vignettes on her progress in the Indy Racing League (IRL) in 1996.

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LIFETIME TELEVISION HISTORY 8-8-8-8

"USA BASKETBALL'S WOMEN'S NATIONAL TEAM" -- LIFETIME was an official sponsor of the USA Basketball's Women's National Team, which served as the core of the 1996 United States Women's Olympic Basketball Team. LIFETIME aired over 100 vignettes that profiled team players such as Rebecca Lobo and Sheryl Swoops and the special **"REACH FOR THE GOLD: THE USA BASKETBALL WOMEN'S NATIONAL TEAM,"** a one-hour special that followed the formation of the team and the long hours of work and travel that went into winning the gold medal in Atlanta.

"BREAKING THROUGH" SPECIALS AND VIGNETTES -- Academy Award-winning actress Genna Davis will host LIFETIME's 'Breaking Through' quarterly sports specials. These special will highlight developments and achievements in women's sports. The first installment **"BREAKING THROUGH: WOMEN BEHIND THE WHEEL"** profiles women auto racers and premieres in May, 1997. The second special, **"BREAKING THROUGH: OUR TURN TO PLAY,"** slated for a June, 1997 premiere, will examine the 25th anniversary of the passage of Title IX, the government provision requiring schools to equally fund men's and women's sports teams.

XI. PUBLIC AWARENESS CAMPAIGNS

LIFETIME is a leader in providing insight on issues affecting woman and has formed partnerships with an array of women's organizations to highlight their work and resources:

"As the leading membership organization for working women, 9TO5 endorses LIFETIME as the standard by which women expect to be treated by the media"
Ellen Bravo, Executive Director
9TO5 -- National Association of Working Women

"LIFETIME had the courage to become one of the earliest supporters of Take Our Daughters To Work, now a nationwide success. Thank you, LIFETIME, for standing by and empowering the girls and women in our society."
Marie Wilson, President
The Ms. Foundation for Women

"I cannot sufficiently express my appreciation for LIFETIME's long time commitment to the Junior League. Once again, you gave us an opportunity to promote our organization on national television."
Holly Sloan, Executive Director
Junior League

TAKE OUR DAUGHTERS TO WORK DAY -- LIFETIME was instrumental in working with the Ms. Foundation on the launch of 'Take Our Daughters to Work' day and each year supports the initiative on-air and through grassroots activities.

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LIFETIME TELEVISION HISTORY 9-9-9-9

POLITICS -- LIFETIME and the Council of Presidents' Women's Vote Project collaborated on a massive public awareness campaign -- **"GO VOTE: '96"** -- designed to get women's voices heard, provide information on key election issues and inspire women to go to the polls. Televised "roundtable" discussions, hosted by award-winning journalist Linda Ellerbee, served as the centerpiece of the campaign, giving women across the country the opportunity to voice their concerns and share solutions on topics ranging from healthcare to education. Lifetime also presented nightly newsbreaks on the campaign developments, anchored by Dana King, which aired the 100 days leading up to the election. The Council of Presidents is an historic coalition of 110 non-profit women's organizations representing over six million women.

"TAKE A MINUTE" -- Hosted by award-winning journalists Linda Ellerbee and Dana King, LIFETIME's new short-form series "Take a Minute" airs each night at 7:58 pm, ET/PT. The :60 vignettes are designed to offer relevant information and commentary to women on news, health, finances and technology by providing a perspective not currently available on television consistently.

BREAST CANCER AWARENESS -- In 1995, LIFETIME committed \$5 million on-air and off-air to promote breast cancer awareness. A significant amount of the programming aired in October, National Breast Cancer Awareness Month. However, in December, LIFETIME presented an entertainment special entitled, 'LIFETIME Applauds: The Fight Against Breast Cancer,' the first-ever two-hour entertainment special raising awareness of the battle against breast cancer. In 1996, over 1,100 cable affiliates conducted complementary campaigns to support Lifetime's national efforts, which included a second annual prime time special, hosted by Olivia Newton-John, and a 'Final Take' documentary, which examined the current state of breast cancer research. In November, 1996, LIFETIME aired a :60 commentary from Linda Ellerbee soliciting viewers to respond to LIFETIME Online's petition against "drive-through" mastectomies. Earlier this year, LIFETIME presented Congress with the 17,000 signatures received from November 1996 to January 1997.

RACE FOR THE CURE -- To build on its commitment to breast cancer awareness, LIFETIME now serves as a national sponsor of the Susan G. Komen's Breast Cancer Foundation's Race for the Cure®. The network's support includes special programming, PSAs and an area on LIFETIME Online.

"PERSPECTIVES ON LIFETIME" -- A wide range of voices and opinions were heard on LIFETIME Television through 'Perspectives on Lifetime,' a series of editorials, commentaries and short stories. The 'Perspectives' reflected the news of the day, but also shined a light on issues and stories that do not always receive the spotlight. Commentators included prominent women and men, as well as those who seldom walk the halls of power, including Sen. Barbara Boxer and pro hockey pioneer Erin Whitten. In 1995, a 'Perspectives' vignette was responsible for the approval of the breast cancer sensor pad by the FDA. The sensor pad is a dry, lubricant-filled disc designed to help women detect lumps during self-examinations.

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LIFETIME TELEVISION HISTORY 10-10-10

"PICTURE WHAT WOMEN DO" -- The 1994 public awareness campaign acknowledged women's everyday responsibilities and encouraged support for more effective systems of care and community. The campaign began March 8, International Women's Day, and built to its May 17th centerpiece. On that day, all across the nation, women recorded their everyday activities and responsibilities, having their husbands, friends and co-workers photograph them in their homes, on the job and in their communities, creating a portrait of the contemporary woman. Selected photographs were showcased on LIFETIME, at exhibitions across the country and at Washington D.C.'s National Museum of Women in the Arts. The photographs are now a permanent exhibition at the White House.

"WOMAN TO WOMAN ON LIFETIME" -- United States Poet Laureate Rita Dove serves as spokesperson and consultant for this series of ten animated 60-second segments interpreting works by living American women poets.

"TALK IT OVER" -- Hosted by Blair Brown and Toukie Smith, this talk and advocacy series focused on issues relevant to women's lives. Everyday women shared their stories of breast cancer, widowhood, raising girls and boys and caring for the elderly and specialists offer advice and resource information.

XII. AWARDS FOR LIFETIME TELEVISION

LIFETIME's quality programming has earned over 200 awards and award nominations since its inception in 1984. They include an Emmy Award for Best Supporting Actress to Mary Tyler Moore for her role in the LIFETIME Original Movie "Stolen Babies," and 15 Emmy Award Nominations, six of which were for LIFETIME's parenting programs.

To date, LIFETIME has received 136 CableACE nominations, including 4 Golden CableACE nominations for the Network's public service campaigns: "Your Family Matters," "Women and Politics: A Lifetime Challenge," "Picture What Women Do" and "Lifetime Applauds: The Fight Against Breast Cancer," which won the award in 1996. Cable ACE Awards have been bestowed upon LIFETIME television in highly competitive and prestigious categories including "Best Actress" to Amy Madigan for her performance in LIFETIME's "And Then There Was One," and "Best Supporting Actress" Ja'Net DuBois for her role in another LIFETIME project "Other Women's Children." In 1996, the Network earned 11 CableACE nominations, 6 of which were for LIFETIME Original movies. The network received recognition once again for Best Actress in a Movie/Miniseries for Sela Ward's performance in "Almost Golden: The Jessica Savitch Story" as well as two Best Supporting Actor in a Movie/Miniseries nominations to Jason Bernard for his role in "Sophie and the Moonhanger" and Dennis Boutsikaris for his work in "Chasing the Dragon." "Sophie and the Moonhanger" was also nominated for Best Movie or Miniseries.

LIFETIME's programming and public affairs campaigns have also been honored with numerous awards from organizations including the American Women in Radio and Television, the Cable Television Public Affairs Association, the National Women's Political Caucus and the International Teleproduction Society.



PRESS RELEASE

LIFETIME TELEVISION BUILDS ON THE GROWTH OF WOMEN'S SPORTS WITH LAUNCH OF LIFETIME SPORTS DIVISION

NEW YORK, April 8, 1997 -- LIFETIME Television for Women has created Lifetime Sports, a division that will feature live sporting events, women's sports sponsorships and a women's sports scholarship program, it was announced today by Doug McCormick, President and CEO of LIFETIME Television.

"Given our unique perspective on women's lives as "Television for Women," LIFETIME will shine its light on the meteoric rise in popularity of women's sports the only way we can," said McCormick. "The time is right to profile and support this growing phenomenon."

The Network's efforts will include airing the first season of the Women's National Basketball League (WNBA), the development of the "Breaking Through" on-air sports specials and vignettes, the creation of a LIFETIME Triathlon event for women, the establishment of the LIFETIME Sports Scholarship program and continued sponsorship and support of professional women athletes.

WNBA

Beginning on Friday, June 27 at 9:00 p.m. ET, LIFETIME will air the inaugural season of the WNBA, its first-ever live sporting event. Each Friday evening, the Network will televise a game between two of the leagues eight teams. WNBA teams are based in Charlotte, Cleveland, Houston, Los Angeles, New York, Phoenix, Sacramento and Utah. The LIFETIME on-air team is being finalized and will be announced soon. In addition to weekly regular-season coverage, Lifetime will simulcast with ESPN a WNBA Playoff semifinal doubleheader on Thursday, August 28.

"Breaking Through" Specials and Vignettes

Academy Award-winning actress Geena Davis will host LIFETIME's "Breaking Through" quarterly sports specials. These specials will highlight developments and achievements in women's sports. The first installment "Breaking Through: Women Behind the Wheel" profiles women auto racers and premieres on Thursday, May 22 from

(More)

2-2-2-2/LIFETIME SPORTS

7:00-8:00 p.m. ET/PT. The second special "Breaking Through: Our Turn to Play" is slated for Thursday, June 19 from 7:00-8:00 p.m. ET/PT will examine the 25th anniversary of the passage of Title IX, the government provision requiring schools to equally fund men's and women's sports teams.

In addition, the Network recently launched its "Breaking Through" short-form series. These 60-second spots profile women who are "breaking through" barriers in sports through individual achievement.

LIFETIME Team Challenge Triathlon

In late 1997/early 1998, LIFETIME will sponsor the "LIFETIME Team Challenge" triathlon event. The triathlon will allow both professional and amateur female athletes to compete as a team in biking, swimming and running. Portions of the "LIFETIME Team Challenge" will be televised on LIFETIME in a one-hour special in 1998 featuring highlights from the competition and profiles of athletes. Entries will be solicited through LIFETIME's local affiliates over the next several months as well as through on-line registration at www.lifetimetv.com.

LIFETIME Sports Scholarship

LIFETIME Television will award three academic/athletic scholarships, totaling \$10,000 to student athletes meeting academic standards that will be evaluated on the basis of an essay submitted to the Network. Merit will be decided by an advisory board consisting of LIFETIME Sports partners. The scholarship program is a part of the Network's comprehensive community outreach campaign that focuses on the benefits of sports. Entries will be available through local LIFETIME affiliates, LIFETIME's web site (www.lifetimetv.com) and Cable in the Classroom Magazine.

History of Sponsorships

LIFETIME first entered the world of women's sports in 1994 with a sponsorship of America 3, the women's yachting team that raced for the America's Cup. The sponsorship, which helped raise over \$250,000 for the America 3 Foundation, culminated in two original specials "Rocking the Boat: Women Race for the America's Cup" and "Rocking the Boat II" both hosted by Christie Brinkley.

(More)

3-3-3/LIFETIME SPORTS

This year marks the third season that LIFETIME Television serves as a sponsor of the Colorado Silver Bullets, the all-female pro baseball team. The team has appeared in the Network's award-winning short-form program "Perspectives on LIFETIME." The Silver Bullets' progress is charted on the Network's web site Lifetime Online (www.lifetimetv.com).

LIFETIME was a sponsor of USA Basketball's Women's National Team, which served as the core of the 1996 U.S. Women's Olympic Basketball Team. The network aired over 100 vignettes that profiled team players such as Rebecca Lobo and Sheryl Swoopes. The sponsorship also included a LIFETIME Skills Competition at the halftime of each of the National Team's games. The network also aired the special "Reach for Gold: The USA Basketball Women's National Team," a one-hour special that followed the formation of the team and the long hours of work and travel that went into winning the gold medal in Atlanta.

The Network is also a proud sponsor of Indy Car driver Lyn St. James, the first woman to win "Rookie of the Year" at the Indianapolis 500. The LIFETIME logo is displayed on St. James' race car, driver and team uniforms, transporter, show cars and pit equipment. St. James is an integral part of Lifetime Online, including video clips and online interviews. The sponsorship also included on-air vignettes on her progress in the Indy Racing League (IRL) in 1996.

LIFETIME Television is dedicated to providing contemporary and informative programming for women. LIFETIME is available on more than 8,300 cable systems and alternative delivery systems nationwide, serving over 67 million households. Learn more about LIFETIME Television on the Lifetime Online web site at <http://www.lifetimetv.com>.

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Lifetime Television for Women 1997 Public Affairs Initiatives

- October is National Breast Cancer Awareness Month and ***Lifetime*** will continue its Golden CableACE award-winning public affairs campaign, ***Lifetime Applauds the Fight Against Breast Cancer***. This Network signature campaign, conducted in partnership with NABCO, the National Alliance of Breast Cancer Organizations, will include a third annual ***Lifetime Applauds*** primetime special, community outreach events, informational programming, new media and news updates. Last year's efforts marked the largest participation in a cable network public service campaign, with over 1100 participating affiliates. In addition, ***Lifetime's*** series "***Perspectives on Lifetime***" brought attention to the invention of a breast cancer prevention device, "the sensor pad," which after 10 years of delay received approval from the FDA on the heels of several "***Perspectives***." ***Lifetime*** is also a national sponsor of The Susan G. Komen Breast Cancer Foundation's Race for the Cure®, working locally to raise awareness with participating affiliates in over 75 markets.
- ***Lifetime's*** most recent public affairs series provides information, news and commentary each night in primetime. Award-winning journalists Dana King and Linda Ellerbee host "***Take a Minute***," :60 vignettes offering relevant information for women on news, health, finances and technology, providing a perspective not consistently available on television. King explores women's health issues which are often underreported by the media, including heart disease, the leading killer of women. Ellerbee provides women with insightful and useful information that can expand their checkbooks -- as well as work, family and business options. Recently, more than 17,000 viewers of ***Lifetime Television*** responded to Ellerbee's commentary on "drive-through" mastectomies, currently being debated among politicians, medical professionals and health maintenance organizations (HMOs), by responding to the Lifetime Online petition (www.lifetimetv.com).
- ***Lifetime's*** commitment to women's sports is supported by myriad public service efforts focusing on fitness and self-esteem. ***Lifetime's*** national sponsorships of The Colorado Silver Bullets, USA Hockey Women's National Team and leading IndyCar Driver Lyn St. James, as well as the upcoming telecasts of the Women's National Basketball Association (WNBA) games, are supported with comprehensive community outreach campaign called ***Breaking Through***, to include programming tie-in's, public service announcements, scholarship opportunities, community and education outreach and new media applications.

- Thursday, April 24, 1997, is the fifth annual **“Take Our Daughters to Work Day.”** Created by the Ms. Foundation for Women with *Lifetime*, this national effort encourages young girls to spend a day at the workplace of a parent, relative or friend in an effort to foster self-esteem. *Lifetime* supports this initiative annually through public service announcements and provides participating affiliates with on-air components, an office activities guide and other education outreach ideas and tools.
- *Lifetime* is the media sponsor of one of this country’s largest public service events, the annual **Multiple Sclerosis Walk.** This type of awareness-building event educates the community and provides support for a third of a million Americans who have MS. Throughout March and April, the Network airs public service announcements to support the Multiple Sclerosis Society and participates in events with more than 15 million people in communities across the country. *Lifetime Television* was the 1996 recipient of the MS Society Media Award.
- *Lifetime* also participates in two cable industry initiatives -- the NCTA’s Cable in Focus and Cable in the Classroom. Both programs give *Lifetime Television* and cable affiliates the opportunity to connect to communities across the country by providing programming and educational materials.
- *Lifetime Television* contributes air-time to broadcast public service announcements for outside organizations with a significant media schedule commitment to support the Ad Council and the Partnership for a Drug-Free America.

ORGANIZATIONS/AWARDS

Breast Cancer Organizations

National Alliance of Breast Cancer Organizations (NABCO)

NABCO is the leading non-profit central information resource on breast cancer and a network of over 375 breast cancer organizations. NABCO is recognizing Doug McCormick this year with their prestigious **Pathfinder Award** for his commitment to raise awareness of breast cancer through *Lifetime Applauds The Fight Against Breast Cancer*.

Susan G. Komen Breast Cancer Foundation - Race for the Cure®

Lifetime Television is the national media sponsor for the Race for the Cure which is the largest series of races dedicated to raising money and awareness for breast cancer across the country. The Komen Foundation recognized Lifetime Television in 1996 with the **National Award for Media**.

National Breast Cancer Awareness Month (NBCAM)

NBCAM is the nation's most comprehensive breast cancer education campaign sponsored by a coalition of top medical, professional and governmental organizations reaching women, particularly underserved women, with the message that early detection saves lives. NBCAM recognized Lifetime in with the **1996 Cable Leadership Award** for developing compelling programming that addresses breast cancer.

Public Policy Organizations

National Women's Political Caucus/Radcliff College

The National Women's Political Caucus/Radcliff College EMMA Awards honor members of the media who have shown excellence in the coverage of issues pertaining to women. Lifetime has been honored with two **Emma Awards** the first in 1993 for "**Prisoners of Wedlock**" and in 1995 for "**Picture What Women Do.**"

Other Organizations

National Multiple Sclerosis Society

The Society, established in 1946, is the national voluntary health agency that provides education, services, advocacy and supports an international program of scientific research aimed at finding effective means of preventing and arresting the disease. In November of 1996, **Lifetime Television** received the **Media Organization of the Year Award**. Lifetime is the national media sponsor for the MS Walk and has donated significant air time to run the MS PSA on the network.

Los Angeles Commission on Assaults Against Women (LACAAW)

LACAAW is one of the oldest rape crisis agencies in the country and the oldest in Southern California. They are the only agency concentrating on crisis intervention and violence prevention. In October of 1996, **LACAAW honored Lifetime Television for the many programs the network produces which consistently portray female survivors of violent crimes, and original programming with consistently strong female protagonists.**

Other Organizations (Cont.)

Junior League of Los Angeles

The Junior League of Los Angeles is a non-profit volunteer training and leadership organization providing direct service to the Los Angeles community. **They have chosen to honor Lifetime Television in March of 1997 for "the networks commitment to the issues that matter most to women."** Lifetime has worked with the Junior League on public affairs campaigns including "Picture What Women Do," and "GO VOTE: '96."

Industry Organizations

National Academy of Cable Programming

Lifetime Applauds The Fight Against Breast Cancer is the 1996 recipient of the **Golden CableACE Award** in recognition for a specific project or program that distinguishes cable communications by its unique contribution to the viewing public. The National Academy of Cable Programming was established in 1985 by the National Cable Television Association to credit and promote excellence in television programming.

Cable Television Public Affairs Association (CTPAA)

The CTPAA is the only national organization specifically dedicated to addressing the needs and interests of cable's public affairs professionals. Lifetime Television has been the recipient of numerous awards including:

CTPAA President's Award recognizing outstanding commitment by a company and individual to cable television public affairs to Doug McCormick in 1995 for his outstanding commitment to Public Affairs.

Beacon Awards recognizing excellence in cable television public affairs for the following Lifetime projects:

"Your Family Matters: Shattered Lullabies"

"Picture What Women Do"

"Lifetime Applauds the Fight Against Breast Cancer"

"Go Vote: '96" PSAs series

Women in Cable & Telecommunications

The **Tribute Accolade** is awarded to a cable television production that portrays women who have had significant impact on past or current events and issues. In 1996, **"Choices of the Heart: The Margaret Sanger Story,"** was chosen to receive this special accolade at the organization's 15th Annual Accolades breakfast held during the annual National Cable Television Association conference.

Industry Organizations (Cont.)

Women in Communications Clarion Awards

Women in Communications is an association of 8,500 professional who work in all areas of communication around the world. WICI works to advance women in communications careers, protect first ammendment rights and responsibilities, influence communication standards and public policy, and promotediversity throughout the communications profession. Lifetime's **Breast Cancer PSA** series were recognized with the **Clarion Award** celebrating excellence in communications based on objective creativity and content.

American Women in Radio and Television

AWRT is a national, non-profit professional organization of women and men who work in the media and related fields. The following projects have received AWRT Commendation Awards for displaying superior production qualtiy and effectively portraying the changing roles and concerns of women:

1996

- "Choices of the Heart: The Margaret Sanger Story"
- "Lifetime Applauds The Fight Against Breast Cancer" PSAs and Campaign series
- "Rocking the Boat: Women Race for the America's Cup"
- "Women of the House: Women In Film"
- "Perspectives on Lifetime: Black History Series"
- "Go Vote: '96" PSAs series

1995

- "Lifetime Television's 1995 Breast Cancer PSA Series
- "Lifetime Magazine: Dat Violence"
- "Perspectives on Lifetime"
- "Picture What Women Do"
- "Nurses Memorial Day Tribute" Interstitial Series

1994

- "Ms. Smith Goes To Washington"
- "Mission 100" Public Affairs Interstitial Series
- "Daughters at Work"

1993

- "Prisoners of Wedlock"
- "Seize the Power: A Lifetime Challenge to the Women of America"
- "Women and Politics" A Lifetime Challenge PSA Series

Industry Organizations (Cont.)

Cable Television Association of New York

The **Gilbert Awards** recognize outstanding public service programs conducted by cable systems and programmings throughout New York State. The judging panels for this award is comprised of representatives from the NY State Conference of Mayors, the NY State Legislature, the NY State Cable Commission and the NY State Governor's Office. In 1994, **Lifetime's "Take Our Daughters to Work"** campaign was recognized and in 1995, **Lifetime's National Breast Cancer Month Programming and Outreach** effort along with the **"Picture What Women Do"** campaign were honored.



PRESS RELEASE

**LIFETIME TELEVISION PRESENTS PETITION AGAINST "DRIVE-THROUGH"
MASTECTOMIES TO FIRST LADY HILLARY RODHAM CLINTON**

**More Than 17,000 Viewers Respond On-line to Journalist/Breast Cancer Survivor Linda
Ellerbee's On-Air Plea for Support of Minimum 48-Hour Hospital Stays**

NEW YORK, Feb. 12, 1997 -- A petition with more than 17,000 names protesting "drive-through" mastectomies was presented today at the White House to First Lady Hillary Rodham Clinton by LIFETIME Television.

The on-line petition, which was housed on LIFETIME Television's web site Lifetime Online (www.lifetimetv.com), supports legislation establishing minimum 48-hour hospital stays for mastectomy patients. The petition was created as part of a "Perspectives on Lifetime" vignette which aired on LIFETIME in December featuring journalist and breast cancer survivor Linda Ellerbee advocating for legislation and asking for viewers' support.

In attendance at the presentation were Congresswoman DeLauro, CT (D), Congressman Dingell, MI (D), Congresswoman Roukema, NJ (R) Meredith Wagner, senior vice president of public affairs at LIFETIME and representatives from the National Alliance of Breast Cancer Organizations (NABCO) and National Breast Cancer Coalition.

In the 60-second segment on LIFETIME, Ellerbee argued that a mastectomy is more complex than "getting a tooth pulled." However, she told viewers how some health maintenance organizations are encouraging outpatient mastectomies. Ellerbee urged viewers and on-line users to sign an on-line petition at www.lifetimetv.com which would be presented to congressional representatives to lobby for a law requiring a 48-hour hospital stay.

Amy Langer, Executive Director of NABCO (National Alliance of Breast Cancer Organizations) said, "Lifetime's efforts to alert their viewers and urge them to participate in this petition is an initiative that NABCO and women can appreciate."

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Hillary Clinton/Petition

Meredith Wagner, LIFETIME's Senior Vice President of Public Affairs said, "We applaud the efforts of First Lady Hillary Rodham Clinton, the White House Office for Women's Outreach and Initiatives along with Reps. DeLauro, Dingell and Roukema to respond to women across the country who spoke out passionately about this critical issue."

Lifetime Television is available on more than 8,300 cable systems and alternative delivery systems nationwide, serving 66.7 million households. Learn more about LIFETIME Television on the Lifetime Online web site at <http://www.lifetimetv.com>.

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